



# MUSEWEB

Conferences | Publishing | Consulting

September 5, 18

**Contact: Hiroko Kusano**  
**Conference Organizer**  
**Museums and the Web**  
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Dear Cultural Institution Partners:

We are excited to let you know that the 23<sup>rd</sup> Annual Conference of Museums and the Web will be held at Sheraton Boston Hotel at Copley Square in April of 2019.

<b>April 2, 2019</b>	<b>Pre-conference tours</b>
<b>April 3, 2019</b>	<b>Pre-conference workshops</b>
<b>April 4 – 6, 2019</b>	<b>Conference Program</b>

The conference site is <https://mw19.mwconf.org/>

We are asking local institutions to join the “**show your badge**” program and allow your museum colleagues from around the world to visit your museum for free during the conference week. **Your organization will be listed on the conference website and program and also included in the MuseWeb social media and the e-newsletter campaign which combined has a reach of more than 60,000 museum professionals.**

**The Museums and the Web conference** has been held since 1997 in the US and Canada. Each year the Museums and the Web conference attracts more than 700 museum professionals from more than 40 countries to its North American conference. **The Museums and the Web conference focuses on how museum professionals can use digital tools to improve access to collections, enhance programs and extend exhibitions and outreach to audiences. The benefits of the effective application of digital platforms in museums include an increase in museum admission, marketing exposure, efficient workflow, and, above all, audience engagement.**

Attendees include museums directors, marketing directors, museum technologists, librarians, archivists, education curators, website creators, and individuals who are advancing and transforming the field as well as selected museum technology vendors. Together we create a showcase for the best in museums and technology.

Please email [Hiroko@museweb.net](mailto:Hiroko@museweb.net) with your museum hours, special exhibition information, etc. Once it is listed, she will send you a copy of the conference badge so that you can alert your visitor services team.

In addition to joining the Show Your Badge program, there are so many ways that local museums can benefit from this Conference! You can be part of the Local Committee and welcome attendees at the conference. You can plan the local tours for the attendees. We invite local cultural institutions to showcase their work at the conference. If you have any projects you would like to exhibit or present, please submit the projects here:

<https://mw19.mwconf.org/submit-proposal/>

We have various sessions types to showcase your projects and museum!  
Demonstration, Lighting Talks, How-to session, Professional Forum, and Crit Rooms!

Do you have a new audio guide to share?  
Do you need to learn about the digital strategy?  
How do I implement new ticketing system which will work with CRM system?  
Do you want to get the advice on your website?  
Do you want to create interactive exhibition? Touch screen?  
How well do you use collection management software?  
Is your museum accessible?  
VR/AR use in museum space?

**Conference registration will begin on December 1, 2018.**

Early (payment before January 1, 2019)	\$700
Regular (payment before February 1, 2019)	\$750
Just-in-time (payment before April 1, 2019)	\$800
Last-minute (payment after March 31, 2019)	\$900
Full Time Student (with valid student ID, payment before April 1, 2019)	\$400
One Day (payment any time, includes no proceedings, receptions, and no discounts)	\$400

If you have any questions or if you want to share your ideas, please feel free to contact me via email. We look forward to meeting all of you in Boston!

Warm regards,  
Hiroko Kusano